

<b>Notice of References Cited</b>	Application/Control No. 09/909,955	Applicant(s)/Patent Under Reexamination DULL ET AL.	
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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,556,974	04-2003	D'Alessandro, Alex F.	705/10
	B	US-6,915,269	07-2005	Shapiro et al.	705/10
	C	US-			
	D	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	DSS Research "A Review Of Conjoint Analysis) discloses a conjoint analysis system", 12/23/1999; 8 pages pages.
	V	Paul et al "New Techniques for Measuring Consumers' Judgements of Products and Services"; 9/1974; University of Pennsylvania; 31 pages.
	W	Philippe et al "Commercial Use of Conjoint Analysis: A survey"; 9/1982; Journal of Marketing.
	X	Paul et al "New Way to Measure Consumers' Judgments"; 8/1975; Harward Business Review.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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	U	Paul "Modeling Preference in Conjoint Measurement"; 1/1991; Marketing Planning and Information for Better Decisions; Pages 207-224
	V	Steven "A Magazine of Management & Applications" ; 9/1997; Marketing Research; 7 pages.
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